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U. S. DEPARTMENT OF AGRICULTURE

AUGUST 1962

**FOOD STAMP
PROGRAM**



FOOD GUIDE

AGRICULTURE
BUREAU

1964

CURRENT RECORDS

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Eggs

Margarine

Cantaloups

Cottage Cheese

Summer Vegetables

Fresh & Processed Lemons

Fresh Peaches • Fresh Pears

Turkeys • FROZEN
CONCENTRATED **Orange Juice**

Wheat Products • Flour • Bread • Rolls

The August FOOD GUIDE lists a number of foods in plentiful supply which offer excellent nutrition and dollar value, too. They provide built-in merchandising appeal for your food coupon shoppers and other budget-minded patrons.

Enterprising grocers can help all families buy wisely and enjoy better diets by spotlighting these foods with effective advertising and creative in-store merchandising.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

Merchandising Opportunities

FOR FOOD STAMP PROGRAM AREAS

FRESH PEACHES: With the fresh peach season soon drawing to a close--it's time to prompt customers to "get 'em while they last."

- Set display for "volumatic" impact--utilize colorful sales material and plenty of good tie-in products--to sparkle good taste and put more sales in the bag. Display posters of peach pies, peach cobbler, etc., for customers to view. Plan effective "talkers" to promote peach-based salads--tying in for sure gelatins and cottage cheese.
- Stay with your peach canning and preserving promotion. Use get-together displaymanship--half bushels of peaches and cases of "dozen pack" fruit jars. Offer one of each in a specially priced "canning" package deal. Post canning, pickling and preserving instructions prominently at selling point--and have plenty of "pass-out" instruction sheets on hand for the trade too.

CANTALOUPS: Cantaloups, during peak selling season, contribute a large percentage of dollar volume to your produce department. You'd be wise to give these melons extra merchandising emphasis.

- Request supplier to furnish you top-quality, vine-ripened cantaloups to please customers and get you repeat sales. Table display cantaloups this month. Don't price all cantaloups the same--use dividers to sort them out and price according to size.
- Good merchandising stimulates sales. Tie-in displays and customer suggestion techniques, recommending such items as ice cream with cantaloups, help moves supplies. Set up a miniature display of melons at the ice cream chest--then plug the cantaloup-ice cream "combo" well. At central display--suggest "melon balls" for salads--and play up cantaloups for the breakfast meal--or for a tasty dessert.
- The scent of cantaloups will show customers the way--meet them with effective banners, posters and special price cards.

FRESH PEARS: Fresh, ready-to-eat, delicious Bartlett pears reach markets in time to join the big "all-foods sales parade" during the gigantic "August Sandwich Month" drive.

- Offer customers good quality fruit, ripe and ready to eat. You don't get "repeaters" by selling hard "green" fruit.
- Use fresh pear display pieces available from your supplier to focus customer attention to your sales spot. Back with "talkers" that suggest fresh pears for--"A Real Hot Weather Eating Treat"--"Pear and Cottage Cheese-A Cooling Salad Delight"--"Top-off Your Sandwich With a Delicious Fresh Pear."
- For quick disappearing impact--offer bulk and prepack "tote" bags--and film tray prepacks too. Keep bulk bin supplies to a minimum--replenish more often to cut down customer handling.

FRESH AND PROCESSED LEMONS: Use the right sales talk--to get bigger volume and good returns.

- Locate lemon stock next to fast-moving, heavy demand items so customers are sure to see them. Develop purchases right on the spot--pass the word, "A Cold Glass of Lemonade Will Taste Mighty Good." And query shoppers with short "talkers"--"Planning a Dessert? - How about Fresh Lemon Custard or a Fresh Lemon Pie?"--"Don't you need Lemons for Iced Tea, Salad Dressing or Fish Tonight?" Distributors may also have plenty of good sales pieces to decorate displays and back your merchandising plan. Use them to draw customer attention.
- Give an extra big build-up to frozen lemonade--lots of folks like it the easy way--ready-to-serve. And with "Ole Sol" bearing down, this is the season to put on a big multi-unit sale. Push your promotion with good newspaper ads, store window signs and "spot" advertising, too. Remember, too, to point out shelf stocks of bottled lemon concentrates--shoppers demand this product, also.

AUGUST 1962

**DAILY
FOOD GUIDE**

MILK GROUP
Some milk for everyone

MEAT GROUP
2 or more servings

**FRUIT AND
VEGETABLE
GROUP**
4 or more servings

**BREAD AND
CEREAL GROUP**
4 or more servings

OTHER FOODS
As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Cottage Cheese

**Turkeys
Eggs**

Fresh Peaches • Fresh Pears
FROZEN
CONCENTRATED **Orange Juice**

**Summer Vegetables • Cantaloup
Fresh & Processed Lemons
Wheat Products
Flour • Bread • Rolls**

Margarine

VARIETY is the KEY

SUMMER VEGETABLES: The widely publicized August Sandwich Month promotion, backed by a multitude of food product manufacturers, will encourage heavy purchases of sandwich-fixing vegetables now. Be quick on the draw--have produce department vegetable layouts clean, colorfully arranged--and ready for solicitation of both sandwich and cooking vegetable needs.

- Take full advantage of the pre-selling job being done for you. Tie-in August Sandwich Month banners to show-off each prospective sandwich-making vegetable item. And display color-filled, sandwich meal posters that will inspire sandwich vegetable item sales. Use salad dressings, mayonnaise, spreads and other sandwich-preparing ingredients as bin dividers.
- Cool summery vegetable dishes appeal to Mrs. Housewife now, so set your merchandising techniques to meet her demands. Offer a few "real cool" vegetable dish suggestions down the produce "line". And push those "good mixer" vegetable items that go with full course meals.
- Lots of good canning vegetables are available. Display and tie-in canning supplies with hampers of string beans, corn, cukes, tomatoes, etc.--promote a real "home canning vegetable sale."

FROZEN CONCENTRATED ORANGE JUICE: With plentiful supplies, a good price advantage and the heavy consumption period here--enterprising grocers will gear their merchandising for an extra big push to tie-in with industry's present special promotion campaign.

- Stick with multi-unit offerings--3-can and 6-can deals. This month tie-in frozen orange juice with the August Sandwich Month campaign. And be sure to recommend a glass of this tasty and appealing juice as a "Breakfast Starter"--and "To Go With The Sandwich Meal." Special P-O-P material should be available to help with your selling job.

TURKEYS: SANDWICH TIME and TURKEY TIME--top-notch go-together promotions that produce real sales results.

- Here's the pitch--during August, direct "showcase" merchandising to turkey sandwich-making ideas--cold ones and hot ones, too. Your supplier should have colorful, eye-catching turkey sandwich posters for you. Make good use of them to inspire sales. You'll find it's sound business to dis-

play "fixin's" and "go-along-with-turkey" items to tempt appetites and encourage desires for scrumptious turkey sandwich meals. On heavy traffic weekends, give shoppers a "cool" look--rest your birds on parsley-banked "icebeds"--to denote freshness and promote impulse sales.

MARGARINE: Here's a sandwich taste-booster to tie-in with your breads, rolls, pastries and buns during the August Sandwich Month sales parade.

- Arrange to place a portable refrigerated unit, loaded with margarine, right in your bakery department this month. Brighten your display with good sandwich-selling sales pieces. Don't stop there--promote margarine for breakfast toast, to "dress up" pastries--and push it for economical cooking use, too.

COTTAGE CHEESE: It's got hot weather taste appeal. Tie-in merchandising is best--show along with fresh peaches and pears, chopped ripe olives, pineapple, etc. Put on a good show--surround cottage cheese dairy department stocks with small token displays of these "go-withs" for sure dual sales. And put P-O-P material to work for top results.

EGGS: Specialize in egg merchandising now--place extra stress on large eggs--"Ideal For The Breakfast Meal." This month, push "medium" and "small" for Egg Salad Sandwiches--and recommend for "Hardboiled," "Deviled" and "Cooking" eggs, too. Let shoppers see what they're getting--display loose or open cartons of each size to give them a "look-see."

WHEAT PRODUCTS: --Give all wheat products top billing during August Sandwich Month. Use imaginative advertising, special displays--and plan to promote wheat products with sound cross-selling and tie-in techniques, too.

- In addition to a fully loaded bakery department of fresh breads, buns, rolls and wheat-based pastry delights, spread go-with products at natural sales-making points throughout the store. Team breads, rolls and buns with sales-inviting sandwichable items--cold cuts, franks, hamburger meat, other fresh and canned meats, cheese, peanut butter, jelly, soups--and with turkey and ham for sure.
- Get flour stocks off the shelf during Sandwich-eating time. Many housewives prefer to do their own bread and pastry baking, so go after the "homemade" business that's now ripe for plucking.

MENU OF THE MONTH

Creamed turkey on hot biscuits
Buttered snap beans
Shredded carrot and raisin salad
Milk
Fresh pear

RECIPE OF THE MONTH

CREAMED TURKEY

Use leftover meat from roast, steamed or stewed turkey.

For 4 servings use:

3 tablespoons table fat	1 cup turkey broth
1 tablespoon chopped green pepper	1 cup milk or cream
	2 cups diced cooked turkey
$\frac{1}{4}$ cup flour	$\frac{3}{4}$ teaspoon salt

Heat the fat and cook the green pepper in it until tender.

Blend the flour into the fat-and-vegetable mixture. Stir in the turkey broth and milk or cream and cook to a smooth sauce, stirring constantly.

Add turkey to sauce and season with salt.

Heat the mixture thoroughly and serve on rice, toast or biscuits.

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FOOD STAMP PROGRAM TIPS

MR. GROCER

Please help keep the Food Stamp Program free of violations!

ABOUT THE NEW COUPONS...

- Beginning July 1, new 50¢ and \$2-denomination coupons were issued to eligible recipients.
- The old 25¢ and \$1 coupons are still good and may be accepted from families participating in the program.
- Redeem these 25¢ and \$1 coupons promptly.
- Rules for making change with the new coupons are:
 - No cash may be given in change for any food coupons.
 - Only the 50¢ coupons can be used to make change. Keep enough on hand for change-making.
 - When change of less than 50¢ is required, credit slips or tokens may be given to the food shopper. The shopper, of course, has the option of paying the difference in cash or buying additional foods.

--REMINDERS--

- Food Retailers must not hold Food Coupon Books for their customers. Coupons must be kept in the possession of households to whom they are issued and are to be presented each time purchases are made with them.

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- Be sure that your "REDEMPTION CERTIFICATES" are properly filled out before presenting them to wholesalers or banks for credit or deposit.

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- Food coupons cannot be used to pay back bills. They can be used only for those foods bought and paid for at time of purchase or delivery, or for bills rendered regularly by dairies or bakeries with established routes.